

# Revco Store Bulletin

To All Stores EXCEPT former  
Big B and Drugs for Less

Bulletin No. S -3380

Date 06/02/97 Dept. Merchandising Subject Counter Cigarette Rack Update

## Counter Cigarette Rack Update

The Counter Cigarette Rack program is designed to maximize both impulse sales and income potential within the category. Additionally, many of the promotional items that are run during the year are merchandised on these fixtures.

This Store Bulletin contains important updated information regarding the specific racks each store should have set up. Store listings detailing the store assignments are included for each of the different versions of the program:

- ♦ Phillip Morris group
- ♦ RJR high volume group
- ♦ RJR moderate volume group
- ♦ Universal group(no list - all stores not on one of the above lists are considered universal)

After identifying the group your store is assigned to, you will need to reference the new counter cigarette rack matrix to determine which racks are to be displayed in your store. Reference your counter cigarette rack Planogram(Bulletin G-6848, dated 7.29.96) for the correct counter layouts. After installing the correct racks, file this update with your Planogram. Any racks existing in your store that will no longer be used should be held in your backroom for the vendor to pick up, for up to 30 days.

These racks and their positioning on the checkout counter **ARE NOT OPTIONAL**. Any deviation from the Planogram MUST be approved by your District Manager and Regional Director of Operations in conjunction with Rich Hunziker's office. This is an extremely important program for Revco that requires your continued attention and compliance. Vendor billings are based on the main checkout counter program assigned to each store. Each District Manager will receive a report on a monthly basis which will detail any differences between store Planogram assignments and the cigarette vendor's in store inspections/observations.

*Every Customer, Every Time*

Phillip Morris Stores

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2002	2052
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2011	2059
2015	2061
2016	2063
2017	2065
2018	2066
2019	2070
2020	2071
2021	2072
2024	2073
2027	2074
2028	2075
2030	2076
2031	2078
2032	2087
2033	2089
2034	2090
2035	2100
2036	2102
2037	2105
2045	2107
2046	2108
2047	2348
2049	2357
2050	2358
	3043

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20	361	496	822	1068	1298	1436	1699	1899	2622	3053	3133	3215	3459	3550	3641	3712	4052	4552
28	368	497	823	1073	1300	1437	1710	1874	2626	3054	3134	3217	3455	3551	3642	3718	4055	4567
32	369	498	834	1074	1301	1438	1719	2000	2631	3055	3136	3218	3457	3552	3643	3714	4056	4568
116	374	500	836	1075	1304	1442	1723	2068	2637	3056	3137	3219	3458	3553	3644	3715	4057	4569
117	375	501	837	1078	1305	1444	1722	2081	2646	3057	3138	3220	3460	3554	3646	3716	4058	4570
121	376	504	838	1082	1306	1447	1743	2082	2649	3058	3139	3220	3461	3555	3647	3715	4059	4582
152	377	505	839	1094	1308	1448	1744	2085	2653	3060	3140	3222	3462	3556	3648	3718	4059	4583
167	378	507	840	1097	1310	1450	1747	2088	2654	3061	3141	3223	3463	3557	3649	3800	4212	4586
169	379	508	846	1101	1311	1501	1755	2094	2659	3062	3142	3225	3464	3558	3651	3808	4216	4590
185	382	511	847	1106	1314	1504	1756	2095	2666	3063	3144	3226	3465	3559	3652	3814	4226	4591
186	389	515	852	1111	1315	1505	1803	2097	2668	3064	3145	3227	3466	3561	3653	3820	4228	4593
187	392	518	858	1113	1316	1507	1804	2098	2673	3065	3147	3228	3467	3562	3654	3823	4230	4596
189	398	525	863	1117	1317	1509	1805	2099	2680	3066	3148	3229	3468	3563	3656	3824	4234	4597
193	402	526	864	1122	1320	1510	1809	2130	2683	3067	3149	3231	3469	3566	3657	3825	4238	4611
195	405	527	870	1125	1322	1511	1825	2331	2687	3068	3150	3232	3472	3567	3658	3826	4205	4621
202	406	510	871	1127	1323	1513	1826	2332	2701	3069	3151	3233	3473	3568	3659	3828	4212	4626
209	408	541	872	1129	1324	1517	1829	2335	2704	3071	3152	3230	3474	3574	3660	3829	4214	4629
219	409	546	876	1134	1325	1519	1832	2336	2705	3073	3153	3233	3475	3575	3661	3830	4215	4632
246	410	551	882	1137	1327	1521	1843	2339	2708	3074	3155	3234	3478	3578	3662	3831	4216	4633
300	411	553	888	1141	1330	1523	1845	2364	2712	3075	3156	3239	3482	3579	3663	3832	4217	4701
301	417	555	895	1148	1331	1527	1847	2371	2715	3076	3158	3239	3483	3580	3664	3834	4218	4706
308	419	559	896	1160	1336	1536	1848	2372	2723	3077	3160	3239	3484	3583	3668	3836	4235	4736
309	420	560	915	1164	1338	1537	1850	2375	2726	3078	3161	3239	3485	3584	3670	3807	4236	4732
311	424	561	949	1165	1340	1540	1851	2385	2730	3079	3162	3239	3488	3585	3673	3808	4239	4738
312	425	562	963	1169	1341	1545	1852	2500	2734	3080	3163	3239	3489	3586	3676	3810	4235	4760
314	426	564	974	1174	1342	1548	1855	2502	2749	3081	3164	3239	3490	3587	3677	3911	4236	4769
317	430	572	977	1177	1343	1555	1856	2506	2752	3082	3166	3241	3494	3588	3678	3912	4238	4770
321	431	574	979	1178	1345	1559	1859	2508	2759	3083	3171	3241	3499	3589	3680	3913	4239	4778
322	432	575	983	1186	1347	1568	1862	2509	2760	3084	3174	3241	3503	3592	3681	3915	4245	4782
323	438	576	985	1187	1348	1570	1871	2520	2818	3086	3175	3241	3504	3593	3682	3917	4250	4782
324	442	585	988	1192	1350	1586	1872	2525	2827	3087	3176	3245	3506	3594	3683	3919	4254	4782
325	444	594	996	1196	1351	1590	1873	2529	2803	3088	3177	3246	3507	3595	3684	3921	4259	4782
326	447	595	997	1197	1352	1592	1877	2532	2804	3089	3179	3246	3507	3595	3684	3921	4259	4782
329	448	596	999	1198	1354	1597	1878	2538	2805	3090	3179	3246	3507	3595	3684	3921	4259	4782
331	451	597	1000	1202	1356	1600	1882	2540	2816	3092	3182	3249	3513	3598	3687	3940	4270	4782
332	452	599	1005	1204	1359	1602	1883	2549	2818	3093	3183	3249	3517	3599	3688	3942	4271	4782
333	453	605	1006	1208	1360	1604	1886	2553	2827	3097	3187	3249	3519	3600	3689	3943	4272	4782
334	454	612	1010	1212	1366	1607	1888	2555	2841	3099	3189	3249	3520	3602	3693	3946	4276	4782
335	455	613	1013	1213	1367	1609	1889	2557	2849	3100	3190	3249	3521	3604	3696	3948	4282	4782
336	456	620	1017	1214	1370	1610	1894	2559	2854	3101	3191	3249	3522	3607	3697	3949	4289	4782
337	457	624	1018	1216	1374	1611	1895	2561	2859	3102	3192	3249	3523	3608	3698	3950	4284	4782
338	458	631	1019	1218	1375	1617	1896	2563	2863	3103	3193	3249	3527	3609	3699	3952	4288	4782
339	460	645	1021	1221	1376	1619	1897	2564	2866	3104	3195	3249	3530	3610	3700	3953	4290	4782
340	461	697	1022	1223	1388	1621	1898	2565	2868	3108	3196	3249	3531	3612	3703	3954	4292	4782
341	462	698	1030	1225	1391	1622	1899	2567	2869	3110	3198	3249	3534	3613	3706	3956	4292	4782
342	465	713	1034	1229	1396	1628	1903	2573	2872	3111	3199	3249	3535	3616	3708	3997	4312	4782
343	467	715	1035	1230	1398	1631	1904	2574	2874	3112	3200	3249	3536	3617	3712	3998	4313	4782
344	468	732	1037	1243	1401	1634	1908	2575	2875	3113	3201	3249	3537	3618	3713	4001	4314	4782
345	469	734	1039	1244	1402	1636	1909	2577	2876	3114	3203	3249	3538	3622	3714	4018	4317	4782
346	471	750	1042	1255	1406	1643	1913	2580	2878	3116	3204	3249	3540	3623	3724	4020	4319	4782
347	473	760	1048	1257	1408	1644	1917	2581	2879	3117	3205	3249	3542	3624	3724	4020	4319	4782
348	475	774	1051	1260	1410	1666	1924	2585	2885	3119	3207	3249	3543	3625	3729	4023	4324	4782
349	476	782	1054	1261	1412	1668	1927	2592	2886	3120	3208	3249	3543	3625	3729	4023	4324	4782
350	477	787	1056	1263	1416	1669	1932	2593	2887	3121	3209	3249	3544	3626	3730	4024	4325	4782
351	481	801	1057	1274	1419	1671	1936	2595	2888	3124	3210	3249	3545	3626	3730	4024	4325	4782
352	482	809	1058	1276	1424	1673	1938	2606	2890	3124	3211	3249	3546	3627	3736	4045	4333	4782
353	484	812	1060	1282	1426	1673	1945	2608	2890	3126	3212	3249	3547	3628	3737	4046	4337	4782
354	488	816	1062	1289	1431	1679	1946	2618	2891	3127	3213	3249	3548	3629	3738	4048	4339	4782
355	493	817	1064	1290	1433	1684	1951	2621	2892	3131	3214	3249	3549	3640	3739	4049	4343	4782

## RJR Moderate Volume Stores

1	523	778	1003	1153	1364	1606	1857	2504	2737	3322	3498	4014	4397	4759
17	524	783	1004	1154	1365	1623	1860	2514	2741	3325	3500	4016	4406	4763
35	529	784	1007	1156	1368	1624	1864	2515	2753	3326	3501	4021	4407	4783
41	530	785	1008	1158	1369	1626	1865	2516	2754	3330	3502	4023	4409	
44	531	791	1012	1159	1371	1661	1866	2518	2755	3340	3508	4024	4420	
100	533	796	1014	1161	1377	1663	1868	2524	2757	3341	3511	4026	4501	
113	537	797	1015	1162	1382	1664	1869	2531	2761	3342	3516	4028	4505	
166	542	802	1025	1166	1384	1665	1870	2534	2766	3343	3524	4029	4515	
168	543	803	1029	1167	1385	1667	1874	2542	2806	3347	3529	4030	4516	
175	544	805	1031	1168	1386	1670	1875	2543	2813	3351	3532	4031	4527	
183	548	807	1036	1170	1387	1674	1876	2546	2946	3353	3533	4033	4534	
184	550	810	1040	1171	1389	1676	1879	2549	2947	3354	3560	4036	4536	
191	556	813	1044	1172	1392	1677	1880	2550	2955	3355	3564	4039	4538	
199	565	821	1045	1173	1393	1683	1884	2551	2957	3356	3565	4040	4540	
214	567	824	1046	1179	1394	1685	1887	2556	3027	3359	3569	4042	4541	
232	568	825	1047	1180	1395	1687	1890	2561	3041	3361	3570	4050	4544	
302	569	826	1052	1183	1407	1688	1891	2569	3070	3364	3571	4051	4547	
303	571	827	1053	1184	1411	1689	1892	2570	3085	3366	3572	4053	4548	
304	577	828	1055	1185	1413	1692	1893	2571	3094	3379	3576	4054	4550	
305	578	829	1061	1188	1418	1694	1900	2572	3098	3390	3577	4150	4555	
306	580	831	1063	1191	1425	1697	1906	2576	3105	3392	3603	4200	4556	
313	581	832	1070	1195	1434	1698	1916	2579	3115	3394	3605	4211	4558	
320	582	833	1071	1199	1441	1707	1921	2582	3129	3396	3606	4223	4560	
348	586	835	1077	1205	1452	1709	1926	2584	3157	3397	3611	4227	4561	
352	587	842	1079	1210	1468	1712	1929	2590	3159	3398	3614	4245	4564	
355	588	844	1080	1211	1502	1715	1940	2591	3167	3399	3620	4261	4565	
358	589	848	1084	1220	1503	1720	1942	2594	3168	3400	3621	4265	4566	
360	592	849	1085	1232	1508	1724	1947	2596	3173	3402	3628	4275	4571	
363	593	850	1086	1234	1514	1733	1953	2598	3184	3405	3629	4300	4572	
380	598	853	1087	1241	1515	1735	1954	2601	3188	3412	3634	4302	4573	
387	603	855	1089	1242	1518	1736	1956	2627	3194	3413	3666	4311	4574	
388	621	856	1090	1245	1520	1739	1964	2628	3202	3415	3667	4313	4577	
391	623	857	1091	1246	1526	1740	1965	2630	3251	3416	3669	4319	4578	
393	646	860	1093	1247	1528	1745	1969	2632	3268	3420	3672	4320	4580	
394	679	861	1095	1250	1530	1746	1970	2633	3269	3424	3674	4321	4581	
397	694	867	1096	1251	1532	1753	1971	2636	3273	3426	3707	4323	4584	
404	712	872	1098	1253	1533	1757	2013	2639	3274	3427	3819	4330	4587	
407	714	878	1099	1270	1534	1759	2062	2640	3276	3428	3828	4331	4589	
412	716	879	1100	1271	1541	1761	2064	2650	3277	3430	3831	4332	4594	
413	717	880	1103	1279	1542	1764	2086	2651	3278	3431	3832	4333	4604	
422	719	881	1104	1285	1546	1765	2091	2658	3279	3435	3836	4337	4607	
427	720	884	1107	1286	1547	1766	2093	2664	3280	3436	3839	4347	4608	
439	721	885	1112	1287	1549	1800	2101	2665	3281	3437	3840	4348	4609	
440	723	886	1114	1288	1553	1802	2103	2671	3282	3438	3845	4351	4612	
446	725	890	1115	1291	1554	1807	2104	2679	3285	3440	3849	4352	4613	
450	727	891	1116	1293	1556	1810	2166	2682	3286	3441	3859	4356	4614	
459	728	893	1118	1294	1558	1811	2353	2684	3287	3443	3883	4357	4616	
464	729	898	1119	1297	1560	1812	2363	2686	3288	3444	3897	4361	4617	
472	733	918	1120	1299	1564	1813	2367	2699	3291	3446	3905	4363	4618	
478	739	928	1123	1302	1565	1814	2370	2700	3301	3448	3906	4367	4619	
479	740	969	1130	1303	1566	1818	2373	2706	3304	3454	3933	4368	4620	
484	741	972	1132	1312	1567	1819	2376	2707	3305	3470	3939	4373	4648	
499	743	980	1133	1319	1575	1824	2377	2709	3309	3476	3941	4374	4712	
502	747	987	1135	1326	1577	1828	2378	2710	3310	3477	3994	4378	4714	
509	762	989	1136	1328	1582	1833	2380	2714	3312	3480	4002	4380	4727	
512	767	991	1140	1337	1585	1836	2470	2721	3313	3481	4008	4383	4733	
514	769	992	1144	1346	1588	1837	2471	2722	3314	3486	4010	4384	4738	
516	771	994	1145	1349	1589	1839	2474	2729	3316	3487	4011	4386	4744	
517	776	1001	1147	1355	1593	1849	2475	2733	3318	3495	4012	4388	4745	
521	777	1002	1152	1362	1605	1853	2476	2736	3321	3496	4013	4396	4746	

## Counter Cigarette Rack Matrix

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Used to determine specific racks to display and correct planogram to use.

### How to use this Matrix

- A) Identify the version of store you are by referencing the store listings for RJR high, RJR moderate, and Philip Morris stores. If your store is not on one of these listings, you will use the "Universal Version" matrix below. If you are on one of the lists, use the corresponding matrix shown below or on the next page.
- B) Identify the number of checkout counter racks you are to have.  
The Planogram column will identify the correct planogram size to use for your store.  
The racks identified on the matrix are the ONLY APPROVED racks for your store.
- C) Reference the checkout counter diagram (located in your cigarette counter rack Planogram dated 7.29.96) for correct rack placement. If you do not have a Planogram, you can request one using the reissue command in the ESM application of your Telxon, Header number 5823.
- D) Please file this matrix and store listing with your Counter Cigarette Rack Planogram for future reference.

### Universal Version

Counter Length	Planogram	# Of Registers	Total # Of Racks	Position A	Position B	Position C	Position D	Position E	Position F
<8	8' counter	2	2	Lorillard	B&W				
8	8' counter	2	2	Lorillard	B&W				
9	8' counter	2	2	Lorillard	B&W				
10	10' counter	2	2	Lorillard	B&W				
11	11' counter	2	3	Lorillard	B&W	PM Marlboro			
12	12' counter	2	4	Lorillard	B&W	PM Marlboro	PM Basic		
12	12' counter	3	3	Lorillard	B&W	PM Marlboro			
13	12' counter	2	4	Lorillard	B&W	PM Marlboro	PM Basic		
13	12' counter	3	3	Lorillard	B&W	PM Marlboro			
14	14' counter	2	5	Lorillard	B&W	PM Marlboro	PM Basic	RJR Winston	
14	14' counter	3	3	Lorillard	B&W	PM Marlboro			
15	16' counter	2	5	Lorillard	B&W	PM Marlboro	PM Basic	RJR Winston	
15	16' counter	3	5	Lorillard	B&W	PM Marlboro	PM Basic	RJR Winston	
16	16' counter	2	6	Lorillard	B&W	PM Marlboro	PM Basic	RJR Winston	RJR Doral
16	16' counter	3	5	Lorillard	B&W	PM Marlboro	PM Basic	RJR Winston	
>16	>16' counter	2	5	Lorillard	B&W	PM Marlboro	PM Basic	RJR Winston	
>16	>16' counter	3	5	Lorillard	B&W	PM Marlboro	PM Basic	RJR Winston	
RCD	RCD	3	5	Lorillard	B&W	PM Marlboro	PM Basic	RJR Winston	
RP93	RP style	3	5	Lorillard	B&W	PM Marlboro	PM Basic	RJR Winston	
RP89	RP style	3	5	Lorillard	B&W	PM Marlboro	PM Basic	RJR Winston	

### Philip Morris Version - (select former Brooks stores)

Counter Length	Planogram	# Of Registers	Total # Of Racks	Position A	Position B	Position C	Position D	Position E	Position F
<8	8' counter	2	2	PM Marlboro	PM Basic				
8	8' counter	2	2	PM Marlboro	PM Basic				
9	8' counter	2	2	PM Marlboro	PM Basic				
10	10' counter	2	2	PM Marlboro	PM Basic				
11	11' counter	2	3	PM Marlboro	PM Basic	B&W			
12	12' counter	2	4	PM Marlboro	PM Basic	B&W	RJR Winston		
12	12' counter	3	3	PM Marlboro	PM Basic	B&W			
13	12' counter	2	4	PM Marlboro	PM Basic	B&W	RJR Winston		
13	12' counter	3	3	PM Marlboro	PM Basic	B&W			
14	14' counter	2	5	PM Marlboro	PM Basic	B&W	RJR Winston	RJR Doral	
14	14' counter	3	3	PM Marlboro	PM Basic	B&W			
15	16' counter	2	5	PM Marlboro	PM Basic	B&W	RJR Winston	RJR Doral	
15	16' counter	3	5	PM Marlboro	PM Basic	B&W	RJR Winston	RJR Doral	
16	16' counter	2	6	PM Marlboro	PM Basic	B&W	RJR Winston	RJR Doral	Lorillard
16	16' counter	3	5	PM Marlboro	PM Basic	B&W	RJR Winston	RJR Doral	
>16	>16' counter	2	5	PM Marlboro	PM Basic	B&W	RJR Winston	RJR Doral	
>16	>16' counter	3	5	PM Marlboro	PM Basic	B&W	RJR Winston	RJR Doral	
RCD	RCD	3	5	PM Marlboro	PM Basic	B&W	RJR Winston	RJR Doral	
RP93	RP style	3	5	PM Marlboro	PM Basic	B&W	RJR Winston	RJR Doral	
RP89	RP style	3	5	PM Marlboro	PM Basic	B&W	RJR Winston	RJR Doral	

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## Counter Cigarette Rack Matrix

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Used to determine specific racks to display and correct planogram to use.

## RJR Version H - RJR High Volume Stores

Counter Length	Planogram	# Of Registers	Total # Of Racks	Position A	Position B	Position C	Position D	Position E	Position F
<8	8' counter	2	2	RJR Winston	RJR Doral				
8	8' counter	2	2	RJR Winston	RJR Doral				
9	8' counter	2	2	RJR Winston	RJR Doral				
10	10' counter	2	2	RJR Winston	RJR Doral				
11	11' counter	2	3	RJR Winston	RJR Doral	B&W			
12	12' counter	2	4	RJR Winston	RJR Doral	B&W	Longland		
12	12' counter	3	3	RJR Winston	RJR Doral	B&W			
13	12' counter	2	4	RJR Winston	RJR Doral	B&W	Longland		
13	12' counter	3	3	RJR Winston	RJR Doral	B&W			
14	14' counter	2	5	RJR Winston	RJR Doral	B&W	Longland	PM Marlboro	
14	14' counter	3	3	RJR Winston	RJR Doral	B&W			
15	16' counter	2	5	RJR Winston	RJR Doral	B&W	Longland	PM Marlboro	
15	16' counter	3	5	RJR Winston	RJR Doral	B&W	Longland	PM Marlboro	
16	16' counter	2	6	RJR Winston	RJR Doral	B&W	Longland	PM Marlboro	PM Basic
16	16' counter	3	5	RJR Winston	RJR Doral	B&W	Longland	PM Marlboro	
>16	>16 counter	2	5	RJR Winston	RJR Doral	B&W	Longland	PM Marlboro	
>16	>16 counter	3	5	RJR Winston	RJR Doral	B&W	Longland	PM Marlboro	
RCD	RCD	3	5	RJR Winston	RJR Doral	B&W	Longland	PM Marlboro	
RP93	RP style	3	5	RJR Winston	RJR Doral	B&W	Longland	PM Marlboro	
RP99	RP style	3	5	RJR Winston	RJR Doral	B&W	Longland	PM Marlboro	

## RJR Version M - RJR Moderate Volume Stores

Counter Length	Planogram	# Of Registers	Total # Of Racks	Position A	Position B	Position C	Position D	Position E	Position F
<8	8' counter	2	1	RJR Winston	B&W				
8	8' counter	2	2	RJR Winston	B&W				
9	8' counter	2	2	RJR Winston	B&W				
10	10' counter	2	2	RJR Winston	B&W				
11	11' counter	2	3	RJR Winston	B&W	Longland			
12	12' counter	2	4	RJR Winston	B&W	Longland	PM Marlboro		
12	12' counter	3	3	RJR Winston	B&W	Longland			
13	12' counter	2	4	RJR Winston	B&W	Longland	PM Marlboro		
13	12' counter	3	3	RJR Winston	B&W	Longland			
14	14' counter	2	5	RJR Winston	B&W	Longland	PM Marlboro	PM Basic	
14	14' counter	3	3	RJR Winston	B&W	Longland			
15	16' counter	2	5	RJR Winston	B&W	Longland	PM Marlboro	PM Basic	
15	16' counter	3	5	RJR Winston	B&W	Longland	PM Marlboro	PM Basic	
16	16' counter	2	6	RJR Winston	B&W	Longland	PM Marlboro	PM Basic	RJR Doral
16	16' counter	3	5	RJR Winston	B&W	Longland	PM Marlboro	PM Basic	
>16	>16 counter	2	5	RJR Winston	B&W	Longland	PM Marlboro	PM Basic	
>16	>16 counter	3	5	RJR Winston	B&W	Longland	PM Marlboro	PM Basic	
RCD	RCD	3	5	RJR Winston	B&W	Longland	PM Marlboro	PM Basic	
RP93	RP style	3	5	RJR Winston	B&W	Longland	PM Marlboro	PM Basic	
RP99	RP style	3	5	RJR Winston	B&W	Longland	PM Marlboro	PM Basic	